

Re: Fleet Week revenue comparison with 2016.

Subject: Re: Fleet Week revenue comparison with 2016.
From: Andrew Silber <andrew@whaleandale.com>
Date: 09/06/2017 09:49 AM
To: Linda Grimes <lgrimes@ix.netcom.com>
CC: Lorena Parker <lparker@sanpedrobid.com>, Joe Pielago <jpielago@sanpedrobid.com>

On Tue, Sep 5, 2017 at 12:25 PM, Linda Grimes <lgrimes@ix.netcom.com> wrote:

Thanks for sharing this, Andrew.

What would you attribute to the cause of less overall business?

There was more overall business. I consider it a successful event which boosted our sales. The days which were down on last year attributed to:

Thursday is compared with a First Thursday which brings its own crowd and sales. Last year the street event very kindly put on by PBID was bigger, and I hesitate to say, - better publicized. There were several conflicting sets of dates as to when Fleet Week began. Was it as the first ship arrived? Was it with the welcome party? Was it on the first public ship tour day? This can only confuse the public. Overall I was very pleased with the event. There was no First Thursday during Fleet Week 2017, so it would be unfair to compare those two day's revenues too harshly.

Saturday was a wash.

Sunday down due to heat and far fewer visitors than Fleet Week 2016.

Monday was so hugely up,- it more than compensated. Of course not easy to staff and more expensive to staff on a public holiday, but many more people free to go out and enjoy themselves.

Andrew

- Fewer visitors because of the heat?
- Competition from other restaurants?
- Too many other events to attend?

(inquiring minds want to know.)

Linda Grimes, [310 732 0010](tel:3107320010)

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From: Andrew Silber [mailto:andrew@whaleandale.com]

Sent: Tuesday, September 05, 2017 12:12 PM

To: lparker@sanpedrobid.com; 'Joe Pielago'

Cc: 'Linda Grimes'; 'Jacob Haik'; 'Ryan Ferguson'; lalex@cox.net; 'Pat Carroll'; Scott Gray; 'Elise Swanson'; 'Baker, Arley'; 'San Pedro Film Festival'; info@a-deltarealty.com; liz@grandvision.org; patricia@sanpedrotoday.com

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Wed. 30 Aug. 2017 ↑ 137.10% compared with Wed. 8.31.16

Thu. 31 Aug. 2017 ↓ 54.65% compared with Thu. 9.1.16 (was 1st
Thursday with street fair)

Fri. 1 Sep. 2017 ↑ 18.20% compared with Fri. 9.2.16

Sat. 2 Sep. 2017 ↓ 0.74% compared with Sat. 9.3.16

Sun 3 Sep. 2017 ↓ 23.0% compared with Sun. 9.4.16

Mon 5 Sep. 2017 ↑ 142.7% compared with Mon. 9.4.16 Labor
Day

Cumulative:

6 days ending Labor Day at close ↑ 8.92% over corresponding 6
days 2016.

Andrew Silber

The Whale & Ale

[310-832-0363](tel:3108320363)

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